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**Directions**: Answer the following questions as you view the video in class. Use supporting examples from the video when appropriate.

**Part One: Getting the Johnson Treatment**

1. What skills did President Johnson use to gain passage of the Civil Rights Act of 1964?
2. Can other presidents replicate the Johnson style or is it unique to one individual?

**Part Two: Ronald Reagan: The Great Communicator**

1. To what extent has the development of the modern media helped presidents?
2. What are the advantages for presidents of going public?
3. What are the disadvantages for presidents of going public?

**Part Three: Robert Reich: Locked in the Cabinet**

1. Why do presidents rely so heavily on staff in the White House Office and the Executive Office of the Presidency?
2. What did Secretary Reich take his campaign for a higher minimum wage to the press? Was this a good strategy?